

The Prosperity of Mineral Wells

IS BASED UPON IT'S

150,000 ANNUAL HEALTH AND PLEASURE SEEKERS!

Plus the millions of dollars of outside capital now being spent here for permanent development. Two magnificent, modern Resort Hotels, pictured below, representing alone a combined investment of Three Million Dollars, the first to be opened about March 15, 1927, will afford the ultimate in hotel accommodation and increase immensely the number of annual visitors.

MINERAL WELLS

1927

Mineral Wells, whose chief dependence has always been upon her 100,000 annual resort visitors drawn from every State in the Union, goes into 1927 with the brightest outlook for resort patronage in all her history. Firm local confidence of this prosperity is reflected in all quarters. The electric light plant is conducting a huge mine into the city, enlarging and practically rebuilding its distribution system, and removing its ice plant at a cost of \$250,000.00.

The telephone company has already made provision for \$20,000.00 for additional connections. The water plant is enlarging its principal mains at a cost of \$50,000.00. More homes and mercantile buildings are under process of construction than in any year since 1920.

One new industrial plant has just been completed, a second is under way. One of the largest plants in the south making paving and building brick, face brick, standard and patented U. tile and floor tile, has just completed enlargements calculated to increase their capacity 40 per cent to keep up with the constantly growing demand for their products. The payroll of this concern last year was \$300,000.00.

The largest bottling plant in the world devoted exclusively to the bottling of wholly natural mineral water, shipping all over America and to foreign points, reports all indications that 1927 will outstrip all previous years in the volume of business.

Mineral Wells has just been selected as the permanent training headquarters for the 56th Cavalry Brigade, and an allotment made by the United States War Department for extensive installations on the camp site will be completed before mid-summer.

Mineral Wells is located on the Bankhead highway from Washington, D. C., to El Paso and San Diego, which is 97 per cent improved, and the tremendous volume of traffic on this highway has become an immense and ever increasing source of revenue.

With the two magnificent hotels provided for, and soon to be completed, and with a municipal Convention Hall, seating 4,000 people, Mineral Wells becomes the best equipped convention city of its size in Texas, and more conventions have already been booked for 1927 than in any previous year, including the Grand Chapter of the Eastern Star and the State Convention of the Woodmen Circle.

MINERAL WELLS

THE RESORT

Mineral Wells has a mineral water pronounced by no less an authority than Dr. J. S. Abbott, formerly of the United States Pure Food and Drug Department, as the best in the world.

It is a laxative and diuretic crystal-clear and the most palatable of all efficacious waters.

For the cure of faulty elimination, to which source is traceable a majority of all ailments, there is no more dependable course than the drinking of these waters and taking the mineral water baths. And for fifty years the afflicted have here found relief, the

able bodied have come year after year to cleanse and tone up the system in order to ward off illness and promote physical welfare until this city has come to be widely recognized as the South's Greatest Health Resort.

With the summer heat tempered by an altitude of 1,000 feet and almost unending night breezes from the Gulf, and with an almost ideal winter climate with as many days of sunshine as any locality outside the arid regions, the city is admirably adapted for, and is an all year resort.

A variety of wholesome diversions are available for visitors—a sporty golf course, boating and fishing in a

1,000 acre lake well stocked with game fish, mountain hiking and automobile over an extensive system of hard-surfaced roads affording ideal drives through a territory possessed of all the charm of a foot-hill country.

The resort has a magnificent scenic setting, nestled in the foot-hills of the picturesque Palo Pinto mountains. Inspiration Point, a cliff commanding a sweeping four-county view of the Brazos river and its valley constituting one of the real scenic places of Texas; Lover's Retreat, a miniature Garden of the Gods, to the story of which Professor Dobie devotes five pages in his "Legends of Texas";

Devil's Hollow, with its beetling cliffs, boulders and great caverns located on the banks of Lake Mineral Wells are among the many points of interest.

Mineral Wells is a thoroughly modern city of 10,000 people with excellent schools and churches, a splendid system of paved streets, a municipally owned water system with a supply calculated to serve a population ten times its size. Its conveniently located supply of natural gas is had from one of the greatest gas belts in the country.

Few American cities at all comparable in size are so well supplied with hotels of all classes, rooming and

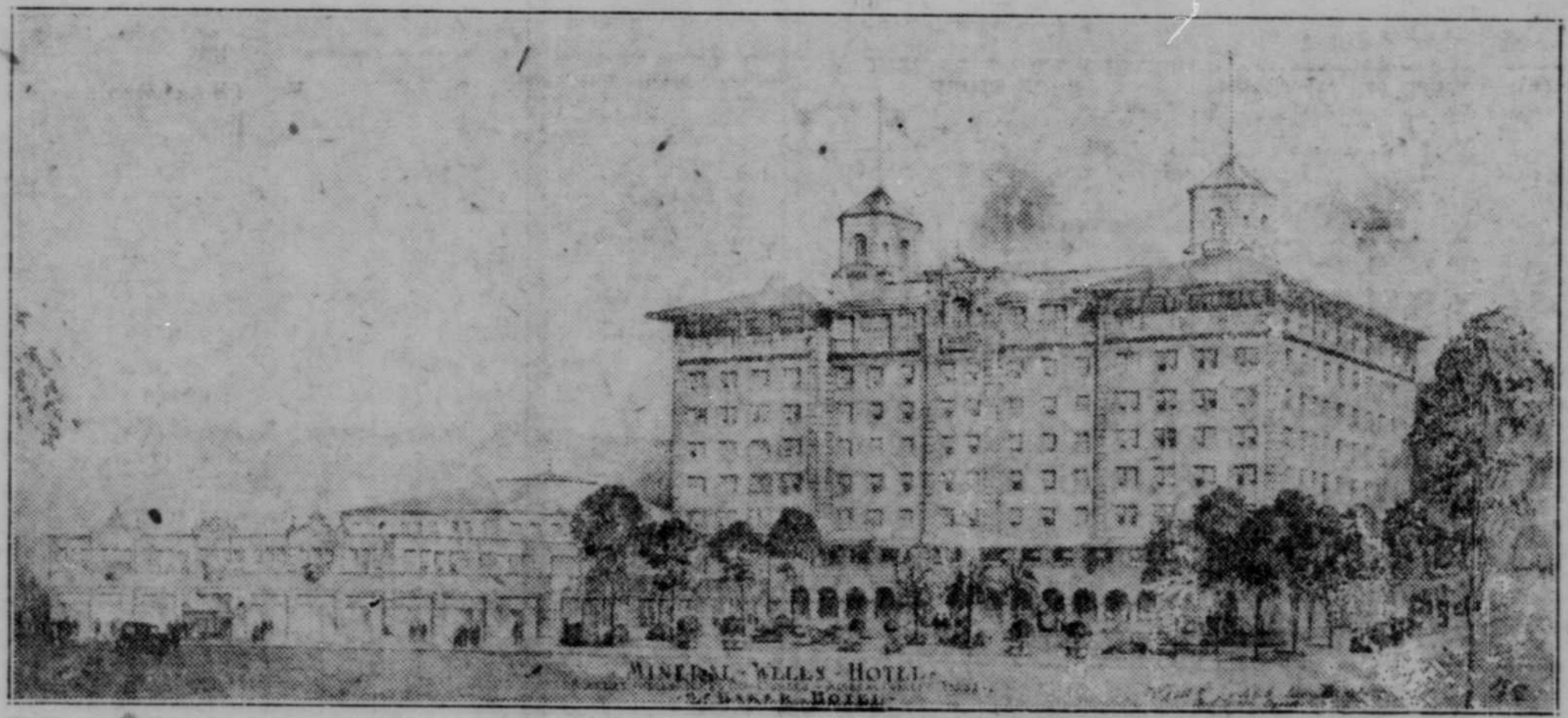
boarding houses, apartments and other housing accommodations, with the result that living costs for visitors are as reasonable as in any non-resort city anywhere.

It has a live Chamber of Commerce, Retail Merchants Association, Kiwanis and Rotary Clubs. This spa has enjoyed a liberal patronage for years by reason of its intrinsic merits in spite of the lack of hotel accommodations of the superb type, and with the acquisition of two of this splendid class of hostilities, it is confidently predicted that it will rapidly take a leading place in patronage among American resorts.



THE CRAZY WELL HOTEL

The magnificent Hotel and Pavilion above, with roof garden, open air wing, court, spacious lobby, elegantly equipped and appointed throughout, modern bath house, game rooms, etc., stands without a peer among resorts in the South. In the heart of Mineral Wells, Texas, among the Palo Pinto Mountains—the home of Crazy Water, where it is dispensed daily by the thousands of gallons to the throngs of pleasure seekers as well as those in search of its health-giving properties. The therapeutic value of waters served here is known and recognized throughout America. For health or pleasure, this resort has no equal. Hotel will open about March 15th



THE NEW BAKER HOTEL

Now under construction, and to be completed about December 1st, 1927, will cover more than two city blocks, and as it is planned will contain all the well known features of the best resort hotels in the country. Separate from, but connected with the hotel, will be a drinking pavilion, where mineral water will be served, a commodious bath house and swimming pool. The hotel will be operated by T. B. Baker, who now operates the following Baker Hotels: The Texas, Fort Worth; The Baker, Dallas; Stephen F. Austin, Austin; The Menger and Gunter at San Antonio, and is under contract to operate The Sterling, a forty story hotel at Houston, and a 600 room hotel at Amarillo, both of the latter now under construction.

PROSPERITY OF TEXAS

CROP FIGURES 1923
(From Government Estimates)

Cotton	\$379,250,000
Corn	29,400,000
Kafirs	23,450,000
Oats	8,480,000
Wheat	10,150,000
Barley	750,000
Rye	67,000
Rice	9,012,000
Hay	12,270,000
Peanuts	1,219,000
Sweet Potatoes	8,707,000
Potatoes	3,367,000
Sorghum Syrup	1,326,000
Broom Corn	238,000
Peaches	2,000,000
Apples	222,000
Other Crops	308,564,000

Total—
1925 Crop \$779,330,000

1926 Crop \$501,312,000

1925 Crop \$799,330,000

Gain over last year \$101,932,000

CROP FIGURES 1926

(From "Crops and Markets," published by U. S. Department of Agriculture.)

Cotton	\$251,000,000
Corn	92,310,000
Kafirs	32,370,000
Oats	28,250,000
Wheat	40,014,000
Barley	3,750,000
Rye	1,440,000
Rice	8,540,000
Hay	26,200,000
Peanuts	1,785,000
Sweet Potatoes	6,450,000
Potatoes	3,620,000
Sorghum Syrup	2,700,000
Broom Corn	246,000
Peaches	3,400,000
Apples	332,000
Other Crops	296,896,000

Total—
1926 Crop \$901,312,000

1926 Crop \$901,312,000

1925 Crop \$799,330,000

Gain over last year \$101,932,000

SPECIAL NOTE:

The figures above do not include the great revenue derived from the Oil, Minerals, Cattle, Sheep, Swine and Poultry industries for which Texas is famous. Nor does it include such important items as truck, Citrus, Fruits, Nuts, Wool and such like, which industries bring Millions of Dollars more annually. The 1926 output of the above important items far exceed that of 1925.

THE INDEX DAILY-WEEKLY

A Newspaper of Quality and Service.

The Daily Index covers the city of Mineral Wells to the saturation point. The Weekly Index, published every Thursday morning, covers Palo Pinto County and the trade territory adjacent to Mineral Wells in a manner perfectly satisfactory to its advertisers. Our circulation books are open. Thirty correspondents over the county contribute to the Weekly paper.

The business transacted by these two papers during the year 1926 was the best in their history. Based on the business for January, 1927, the coming year bids fair to break all previous business records for the two papers. Strictly a local paper, carrying as far as possible a resume of all local happenings. Recently elected a member of the Associated Press, adding that service on April 20th, this year.

This Advertisement published in twenty-one of the best daily newspapers in Texas, forming the Daily Press League, of which The Brownsville Herald is a member. For intensified coverage this group of newspapers is unequalled.